

Abstract

The diploma thesis “*Death in media discourse: the case of the missing Malaysia Airlines plane*” inquires into the case of the disappeared flight MH370 from Kuala Lumpur to Beijing. The flight has been *mapped* in Czech press as well as online newspapers from the perspective of death based on a subjectively composed qualitative method of grounded theory and discourse analysis. In the unprecedented tragical event, death is being constructed in a specific way in the context of media discourse. Hence, the allegoric character of epistemology and constructivist paradigm plays an important role here. The theoretic reflection describes the context of the relation between media and the topic of death. The abundance of topics in media associated with death is considered a symptom of a particular demand from society. The media increase the general tolerance towards images of death and violence, thus impacting character of such displays. In the reflection of the mental background, the character of perceiving death in a secularised society is denoted as metaphorical. In the research part of the thesis, discursive patterns are introduced. From them, we may understand what values associated with death are socially important and in what way does death appear and construct itself in the media. What is important here is the uncovering of a dominant scientific paradigm, which is integrated in the ideology of the Western society. In a world where technical control is in the hands of man, this event raises doubts about social order by opening a whole horizon of insecurity. The research is further divided into emotional, chaotic, and rational categories according to the structure of reporting about the event. Also, the main characters of the incident are depicted here. Death is exemplified through metaphorical categories. These metaphors are interpreted in the conclusion of the thesis.